

This Page Is Inserted by IFW Operations
and is not a part of the Official Record

BEST AVAILABLE IMAGES

Defective images within this document are accurate representations of the original documents submitted by the applicant.

Defects in the images may include (but are not limited to):

- BLACK BORDERS
- TEXT CUT OFF AT TOP, BOTTOM OR SIDES
- FADED TEXT
- ILLEGIBLE TEXT
- SKEWED/SLANTED IMAGES
- COLORED PHOTOS
- BLACK OR VERY BLACK AND WHITE DARK PHOTOS
- GRAY SCALE DOCUMENTS

IMAGES ARE BEST AVAILABLE COPY.

**As rescanning documents *will not* correct images,
please do not report the images to the
Image Problem Mailbox.**

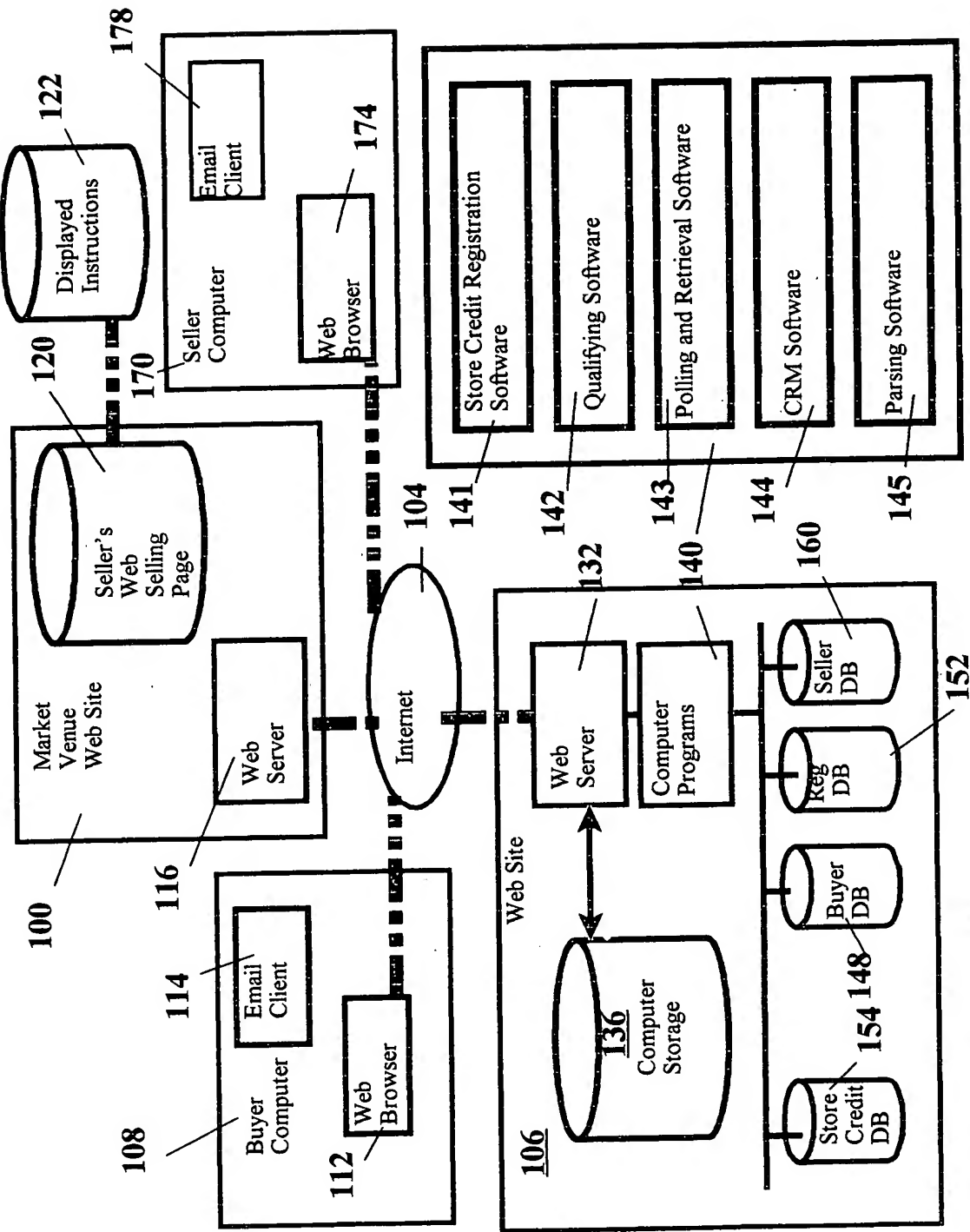


FIG. 1A

FIG. 1B

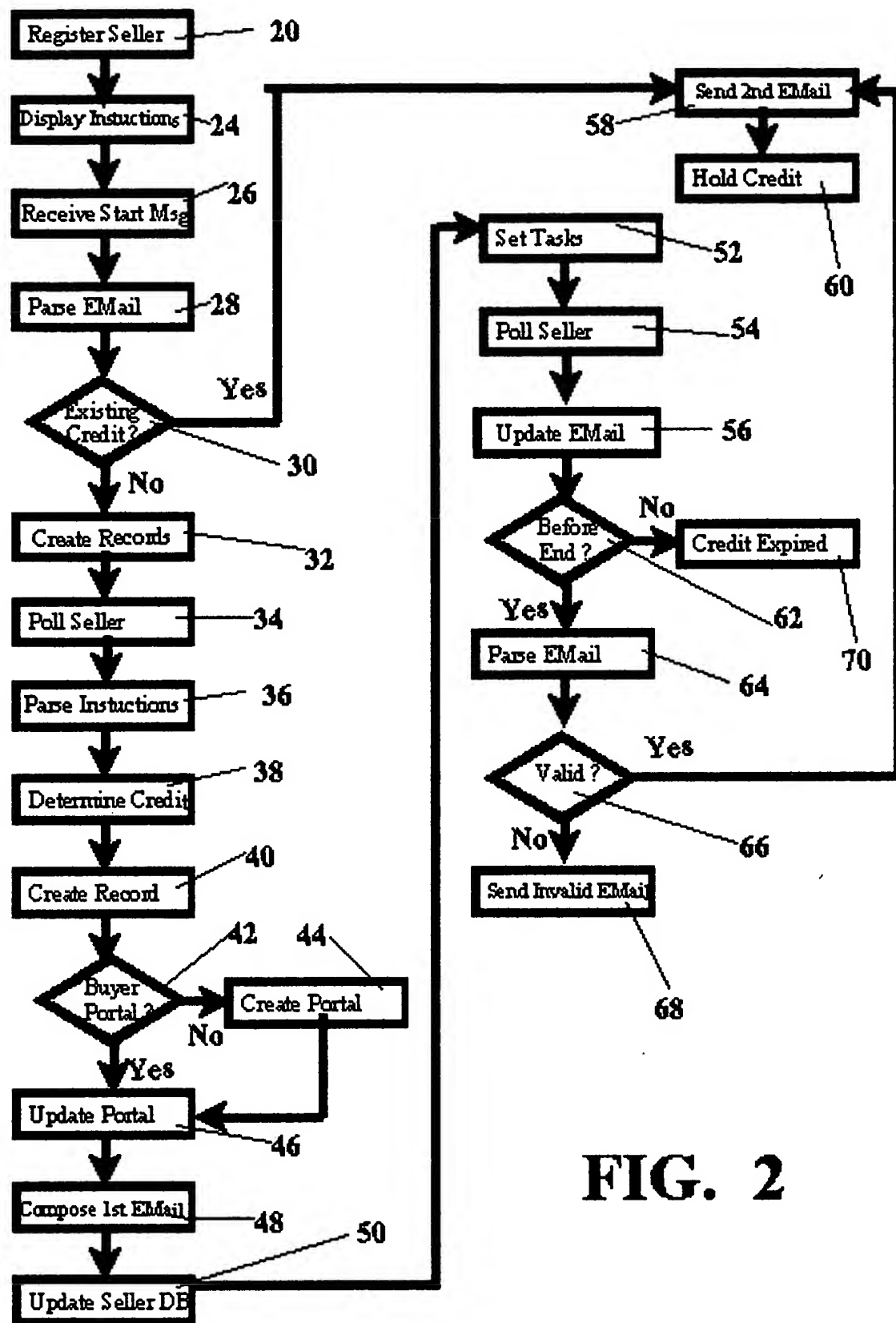


FIG. 2

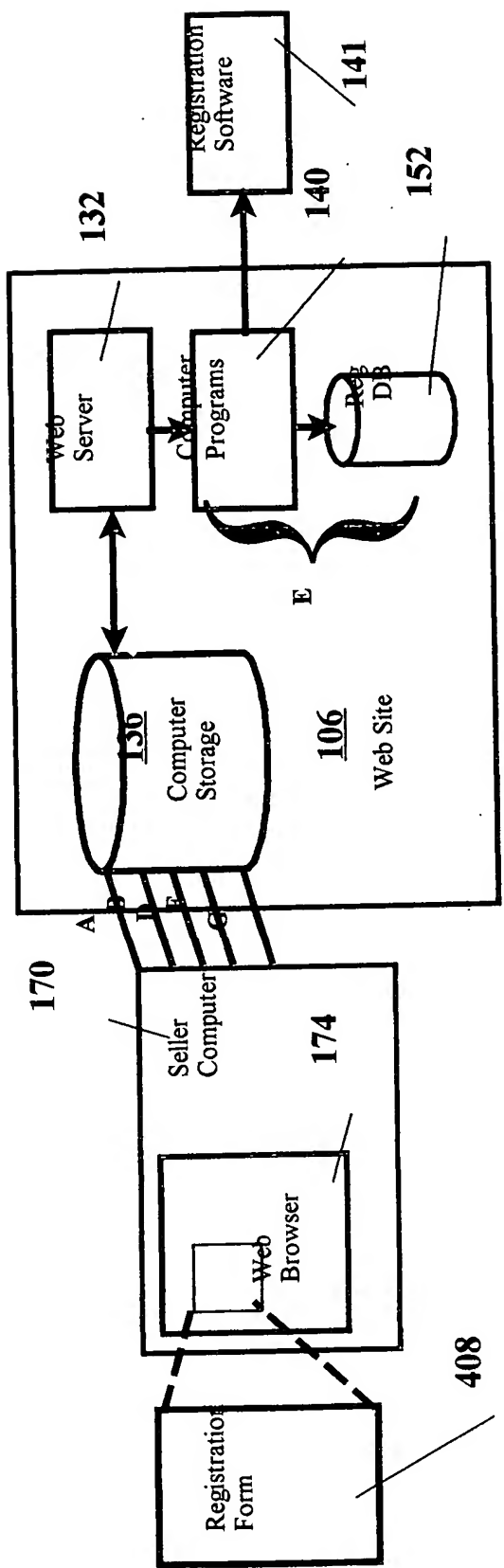


FIG. 3

FileEditViewFavoritesToolsHelp

BackForwardStopSearchHistory

Addresshttp://www.MyStoreCredit.com

Welcome to MyStoreCredit.com

new user registration

Please enter your seller ID information

email address: seller@yahoo.com

Please enter a valid email address. This will be your user name for mystorecredit.com

password:

Please enter your password. Your password is case sensitive, must be 6-12 characters long, and contain at least (1) number and (1) letter for security purposes.

re-enter password:

Please enter your password again.

security mode:

What's this? (i)

standard | **SECURE**

Next ->

FIG. 4A

FileEditViewFavoritesToolsHelp

BackForwardStopSearchHistoryUS-CA

Addresshttp://www.MyStoreCredit.com

Welcome to MyStoreCredit.com

Please enter your seller information

new user registration

Please enter your personal information:

enter valid email id

first name

last name

title

email

seller@yahoo.com

address 1

address 2

address 3

city

state

select a state

country

US

postal code

phone

fax

Next>

FIG. 4B

File Edit View Favorites Tools Help
Back Forward Stop Search History
Address: http://www.MyStoreCredit.com

MyStoreCredit.com

How many emails should we send to each buyer over the course of 12 months (check only one):
☐ 4 (\$.30) ☐ 6 (\$0.39) ☐ 8 (\$0.48) ☐ 10 (\$0.55) ☐ 12 (\$0.60)

Check the type of entity you are:
☒ Self Proprietor
☐ Corporation Name: _____

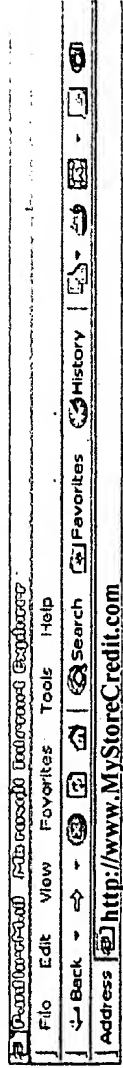
Please Read and Agree to the MyStoreCredit User Agreement:

This agreement describes the terms and conditions applicable to your use of our services available under the domain and sub-domains of www.mystorecredit.com. If you do not agree to be bound by the terms and conditions of this agreement, please do not use or access our services.
You must read, agree with and accept all of the terms and conditions contained in this user agreement and the Privacy Policy, which include those terms and conditions expressly set out below and those incorporated by reference, before you may become a user of mystorecredit.com

☐ I do not agree to the user agreement
☐ I agree to the user agreement

Next >

FIG 4C



Welcome to MyStoreCredit.com!

Congratulations! You are almost finished with the registration process!

Below you will find three text options that are available for you to use on your web selling page. You must post one of these blocks of text in the description area of your web selling page to qualify a purchase for a MyStoreCredit program. We have verified that the posting of this text meets with all the criteria required by the leading internet venue websites.

The material below is copyrighted by MyStoreCredit.com and you have our permission to post this to your web selling page. We will verify that it is posted correctly before we validate any store credit amount.

You are responsible for entering your own numbers where you see the symbol "#". Our system will read what ever numbers you enter and calculate any bonus store credit due.

Displayed Instructions for use on Auctions and Fixed Price Sales Displayed Instructions for use on Auctions Sales Only Displayed Instructions for use on Fixed Price Sales Only

MyStoreCredit: As a BONUS! If you purchase using Buy It Now, I will automatically give you a future store credit of \$100.00. However, if you bid at least \$100.00 and win, I will give you a future store credit of \$100.00 plus any amount you bid over \$100.00 (up to \$100.00). I will apply this store credit to your account when you purchase on any of my other auctions for the next 12 months.

The bonus store credit will be valid upon your receipt of a validation email from MyStoreCredit.com, an independent third party internet venue website. MyStoreCredit.com will also email you your store credit program for me. MyStoreCredit.com will also email you your store credit by email throughout the year so you won't lose track of it. The bonus store credit is non-transferable and can only be applied to purchases from my other eBay listings unless expressly excluded.

MyStoreCredit: As a BONUS! If you bid at least \$100.00 and win, I will give you a future store credit of \$100.00 plus any amount you bid over \$100.00 (up to \$100.00). I will apply this store credit to your account when you purchase on any of my other auctions for the next 12 months.

The bonus store credit will be valid upon your receipt of a validation email from MyStoreCredit.com, an independent third party internet venue website. MyStoreCredit.com will also email you your store credit program for me. MyStoreCredit.com will also email you your store credit by email throughout the year so you won't lose track of it. The bonus store credit is non-transferable and can only be applied to purchases from my other eBay listings unless expressly excluded.

MyStoreCredit: As a BONUS! If you purchase using Buy It Now, I will automatically give you a future store credit of \$100.00. However, if you bid at least \$100.00 and win, I will give you a future store credit of \$100.00 plus any amount you bid over \$100.00 (up to \$100.00). I will apply this store credit to your account when you purchase on any of my other auctions for the next 12 months.

The bonus store credit will be valid upon your receipt of a validation email from MyStoreCredit.com, an independent third party internet venue website. MyStoreCredit.com will also email you your store credit program for me. MyStoreCredit.com will also email you your store credit by email throughout the year so you won't lose track of it. The bonus store credit is non-transferable and can only be applied to purchases from my other eBay listings unless expressly excluded.

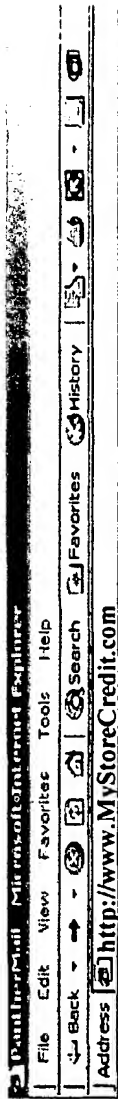
Next, verify that you have copied the text blocks. We will also send the text via email to you along with a personal portal web page address and a password which you can change at will.

☒ I have copied the displayed instructions

☐ I have not copied the displayed instructions

[Next -->](#)

FIG. 4D



Welcome to MyStoreCredit.com!

Your Done! We wish you good Selling!

Next Steps:

- 1) Insert the appropriate displayed text into the description area of the web selling page for your next listing. Be sure to change the "##" signs into the numbers you want for your listing. Want some help figuring out what numbers to enter for the "##" sign? [Go here.](#)
- 2) Then forward all your end-of-auction emails to: Receiving@MyStoreCredit.com. Please NOTE: We recommend that you set your email system to automatically forward these emails to us. As noted in our user agreement, we discard and never read any email sent to Receiving@MyStoreCredit.com that is not an end-of-auction email.
- 3) When we receive a forwarded end-of-auction email from you, we will use that information and the displayed text on your web selling page to calculate any bonus store credit you will owe for your buyer.
- 4) Over the course of 12 months, we will send the buyer update emails listing his/her open store credits and promote up to six of your then current listings.
- 5) When the buyer wants to buy from you again, if we have the buyer's opt-in permission we will notify both of you to apply any open store credit to the item purchase price. If we don't have the opt-in permission, the buyer has to notify you within one hour of the close of auction that they intend to use the open store credit amount in the transaction.

Remember, you can return to your own [MyStoreCredit](#) page to make any changes to your registration!

[HOME](#)

FIG. 4E

Displayed Instructions

Back Search Favorites History

Address <https://panthermall.uwm.edu/>

Empty CF Diet Coke bottle, 16.9 fl. oz. No cap

Item ID: 27514

Bidding is closed for this item.

buyer01(0) is the winner.

(Preferred ship-to zip code: 27514. Please confirm.)

Payment Details

Item price	US \$42.00
United States Shipping and handling	US \$1.00
Shipping insurance per item (not available)	—

* Buyer: buyer01, If you're not sure how much to pay, you can [request the total](#) from the seller.

* Seller: seller, you may [create and send an invoice](#) to the buyer.

Current bid	US \$42.00	Starting bid	US \$42.00
Quantity	1	# of bids	1 Bid history
High bidder	buyer01(0)		
Payment B/Ws			
Shipping	Buyer pays for all shipping costs		

Seller service [Checkout summary](#) | [Relist this item](#)

Description

You are bidding on an empty Caffeine Free Diet Coke Bottle with no cap. The bottle is a 16.9 oz. bottle, clear plastic. There is no soda in this bottle, it is empty. I will ship it to the winner. MyStoreCredit: As a BONUS, if you purchase using Buy It Now, I will automatically give you a *future* store credit of \$2.00. Likewise, if you bid at least \$42.00 and win, I will give you a *future* store credit of \$2.50 plus any amount you bid over \$42.00 (up to \$10). I'll apply this store credit just like cash when you purchase on any of my other auctions for the next 12 months.

The bonus store credit will be valid upon your receipt of a validation email from MyStoreCredit.com, an independent third party market venue payment facilitation service who will administer this bonus store credit program for me. MyStoreCredit.com will also remind you of your store credit by email throughout the year so you won't lose track of it. This bonus store credit is non-transferable and can only be applied to purchases from my other eBay listings unless explicitly excluded.

If you have any other questions about this product, please feel free to email me. My name is Seller.

Empty CF Diet Coke bottle, 16.9 fl. oz. No cap

Item ID: 27514

buyer01(0) is the winner.

Preferred ship-to zip code: 27514. Please confirm.

View item page

Item price: US \$42.00

United States Shipping and handling: US \$1.00

Shipping insurance per item (not available): —

Payment B/Ws: —

Shipping: Buyer pays for all shipping costs

10/27/07 08:11:01

*Note: Item buyers may select an optional 30-day return policy when purchasing. Please confirm the policy for changes of mind, product repair.

[News](#) | [Sign-Up](#) | [Be Safe](#) | [Guidelines](#) | [Update Forum](#) | [About AuctionZ](#)

FIG 5

Date: Sat, 11 Jan 2003 07:47:35 -0800 (PST)
From: "Joe Seller" <seller@yahoo.com> | [This is Spam](#) | [Add to Address Book](#)
Subject: Fwd: Auction Item Purchase: Empty CF Diet Coke bottle, 16.9 fl.oz. No cap (Item #2902)
To: Receiving@MyStoreCredit.com

endofauction@auctionZ.com wrote:

To: seller@yahoo.com
From: endofauction@auctionZ.com
Subject: Auction Item Purchase: Empty CF Diet Coke bottle, 16.9 fl.oz. No cap (Item #2902)
Date: Wed, 01 Jan 2003 13:01:37 PST

To: Seller@yahoo.com
From: endofauction@auctionZ.com
Subject: Auction Item Purchase: Diet Coke, 16.9 fl.oz. No cap (Item #2902)
Date: Wed, 01 Jan 2003 13:01:37 PST

Dear Seller,
buyer01 has agreed to purchase the following auction item using Fixed Price on Jan-01-03 13:01:30 PST:

Empty Diet Coke bottle, 16.9 fl.oz. No cap - Item #2902

Payment details:
Item price: \$42.00
Quantity: 1
Subtotal: \$42.00
Shipping, handling: \$1.00
Shipping insurance per item: (not offered)
Sales tax: (None)

This item can be viewed for up to 90 days at:
<http://cgi.auctionZ.com/ws/auctionZ/SAPI.dll?viewItem&item=2902&ssPageName=ADME-B-EOAS>

Listing details:	
Item name:	Empty CF Diet Coke bottle, 16.9 fl.oz. No cap
Item number:	2902
End date:	Jan-01-03 13:01:30 PST
Number of bids:	1
Seller:	seller@yahoo.com
Buyer:	buyer01@yahoo.com
Ship-to zip code:	27514
(Please confirm with buyer that zip code is correct)	
Payment details:	
Item price:	\$42.00
Quantity:	1
Subtotal:	\$42.00
Shipping, handling:	\$1.00
Shipping insurance per item:	(not offered)
Sales tax:	(None)

FIG 6

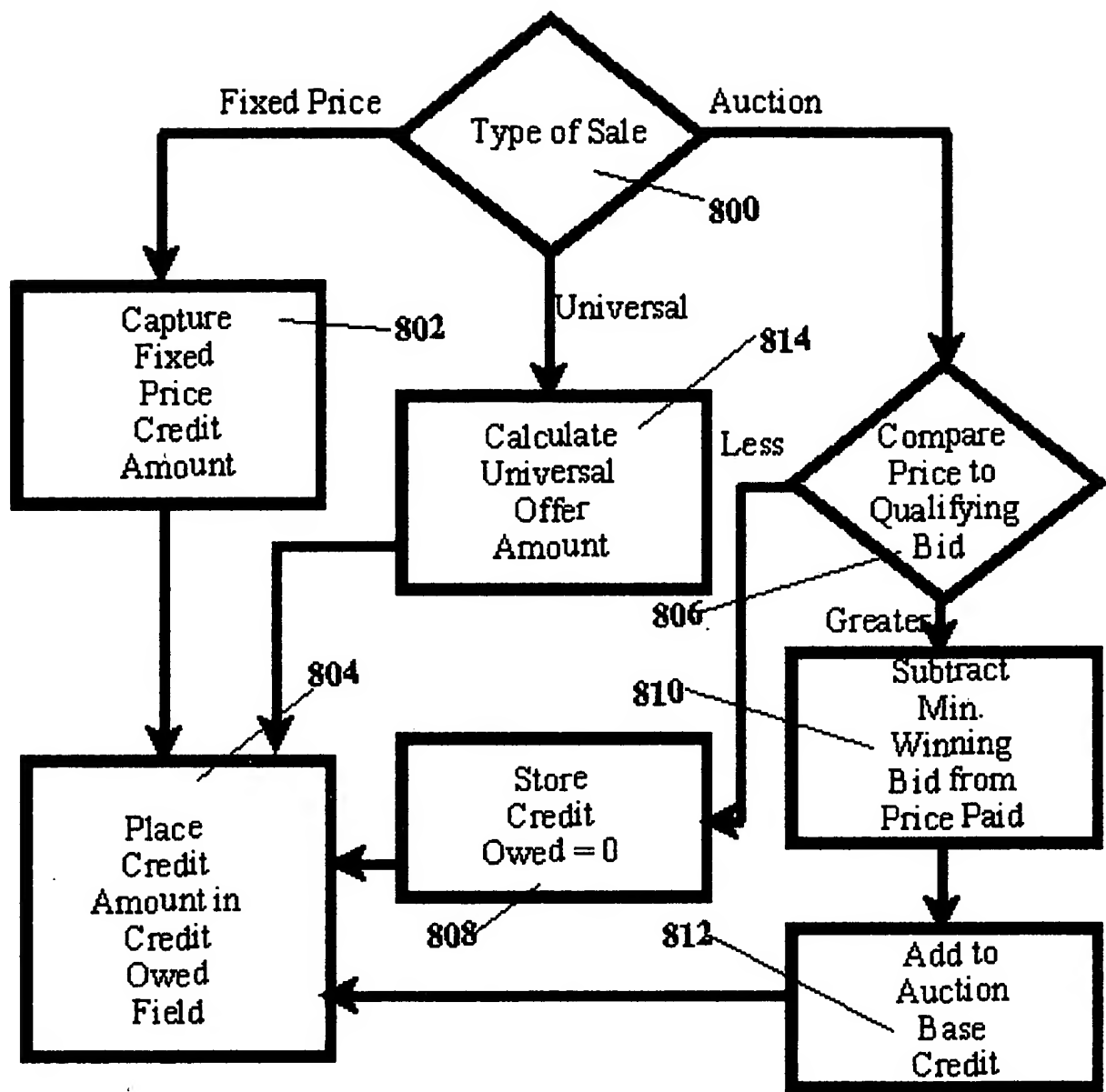


FIG. 7

To: Buyer01@yahoo.com
From: MyStoreCredit@MyStoreCredit.com
Subject: Confirmed \$2.00 store credit at AuctionZ
Date: Sat, 11 Jan 2003 8:01:37 PST

Dear Buyer01,

You recently completed a purchase transaction with Seller at the market venue site AuctionZ using the id Buyer01. MyStoreCredit.com has validated your transaction and we are happy to confirm that you are entitled to an automatic \$2.00 store credit from Seller as a bonus with your purchase.

You can use your \$2.00 store credit as a cash equivalent on anything you buy from Seller at AuctionZ before January 12, 2004. To help you remember to use your store credit before it expires, MyStoreCredit.com will also periodically remind you by email of your \$2.00 store credit.

To use your store credit, simply make your next purchase from Seller like you would do for any product or service at AuctionZ. Then, MyStoreCredit.com will automatically verify that next purchase and send you and Seller a validation email reminding both of you to apply the store credit to the purchase price. After our notification, all you have to do is subtract your \$2.00 store credit amount from the final item price and pay that amount to Seller. Seller has agreed to accept the item price less your \$2.00 store credit as payment in full on your next purchase.

On behalf of Seller, we would like to thank you for your business and we hope you'll enjoy your future purchases at AuctionZ again.

Sincerely,
MyStoreCredit.com

If you have any questions about your bonus store credit, we have created a personal portal page for you to view your open store credit and to provide you with answers to your questions at MyStoreCredit.com. Sign in as a buyer at our home page using the following user id and password:

User Id: Buyer01

Password: r4ns3g

Once logged in, you will be asked to change your password.

Please note: This bonus store credit is being offered to you by Seller. MyStoreCredit only administers the program. Your store credit is owed to you by Seller and MyStoreCredit is not responsible for Seller fulfilling their store credit obligation to you. Your store credit is non-transferable and can only be applied to purchases you make using your ID listed above at Seller's other AuctionZ listings unless expressly excluded. The store credit will be applied to your next purchase from Seller and cannot be used on more than one purchase.

To help you remember to use your store credit before it expires, MyStoreCredit.com will also periodically remind you by email of your \$2.00 store credit. To meet the highest levels of email industry standards we would like you to opt-in for emails from MyStoreCredit.com by clicking [here](#), and sending us the automated return email. It is important that you opt-in to receive update emails from MyStoreCredit.com. Your express permission allows us to automatically update you on your store credit so you won't forget you have it. Your permission also allows us to automatically verify your store credit on your next purchase. MyStoreCredit.com will never sell your email address to anyone. MyStoreCredit.com also promises to send you no more than one update email a month. However, if you do not opt-in to our email updates by clicking [here](#), and sending us the automated return email, you will be responsible for manually notifying MyStoreCredit.com by email that you want to apply your \$2.00 store credit on another purchase with Seller. To do so, you must send an email to: Buyer01@yahoo.com and MyStoreCredit@MyStoreCredit.com within one-hour of your purchase and you must include the market venue for the second transaction, the item id number of the second purchase, the second purchase price, the seller id, your open store credit amount, and the unique MyStoreCredit identification number for the open store credit transaction you have with Seller. You can get your unique MyStoreCredit identification number by visiting your personal portal page listed above.

If you want to stop receiving email updates from MyStoreCredit.com, please send an email to: Remove@MyStoreCredit.com and type "Remove" in the subject line.

FIG. 8

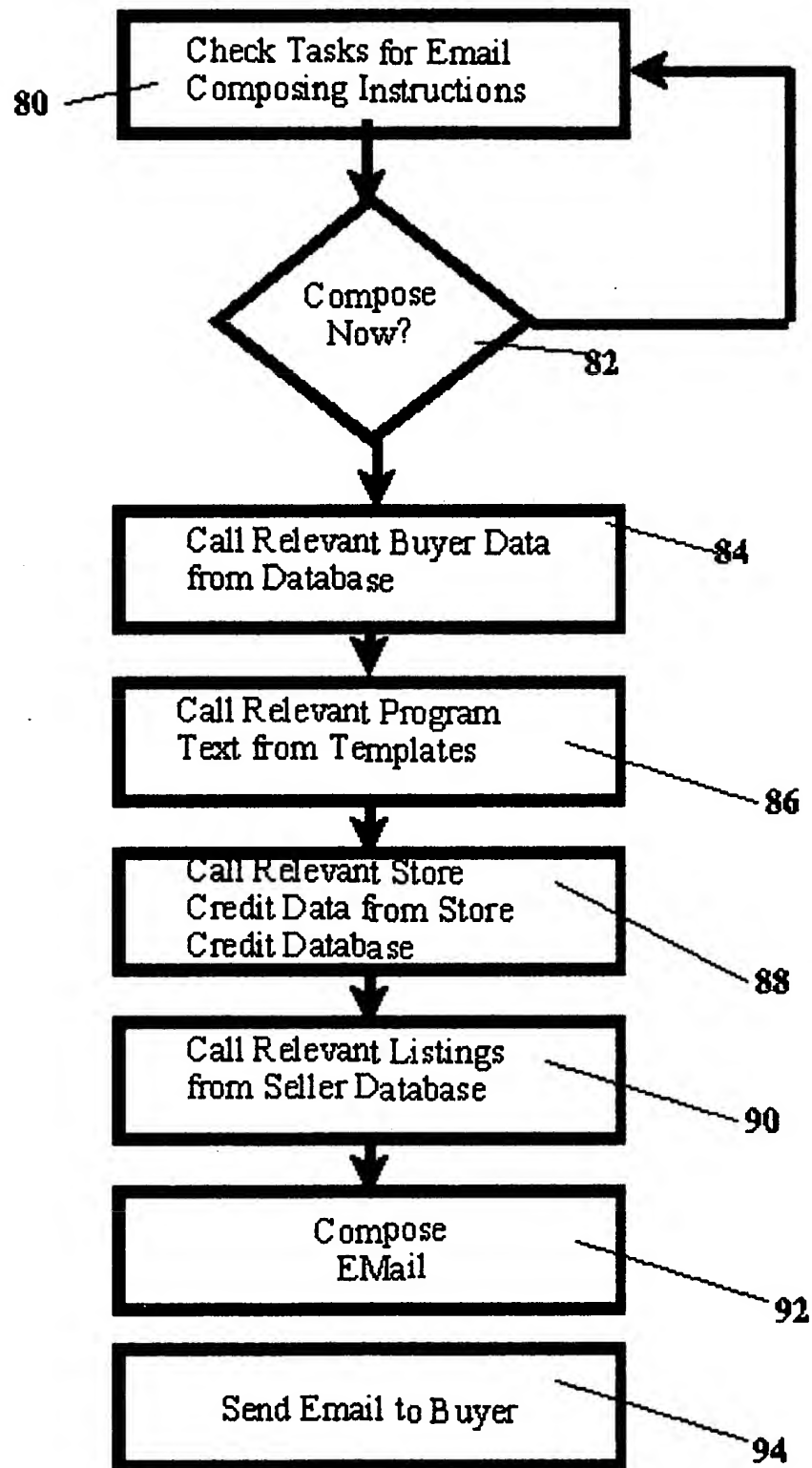


FIG 9

To: Buyer01@yahoo.com
From: MyStoreCredit@MyStoreCredit.com
Subject: Remember your \$2.00 store credit at AuctionZ
Date: Sat, 11 Mar 2003 8:01:37 PST

Dear Buyer01,

As promised, this is an update email reminding you of your \$2.00 open bonus store credit with Seller.

You can use your \$2.00 store credit as a cash equivalent on anything you buy from Seller at AuctionZ before January 12, 2004. Below are some of Seller's current listings where you can use your \$2.00 store credit. To visit any listing, simply click on the link or paste it to your web browser:

[Benjamin Syrup Bottle](#)
[Fina Gasoline Bottle](#)
[Franklin Whiskey Bottle](#)
[Canadian Pure Bottle](#)
[Timeless Wine Bottle](#)
[Uncle Sam's Carrot Juice](#)

To use your store credit, simply make your next purchase from Seller like you would do for any product or service at AuctionZ. Then, MyStoreCredit.com will automatically verify that next purchase and send you and Seller a validation email reminding both of you to apply the store credit to the purchase price. After our notification, all you have to do is subtract your \$2.00 store credit amount from the final item price and pay that amount to Seller. Seller has agreed to accept the item price less your \$2.00 store credit as payment in full on your next purchase.

Sincerely,
MyStoreCredit.com

If you have any questions about your bonus store credit, we have created a personal portal page for you to view your open store credit and to provide you with answers to your questions at [MyStoreCredit.com](#). Sign in as a buyer at our home page using the following user id and password:

User Id: Buyer01

Password: 64As3q

Once logged in, you will be asked to change your password.

Please note: This bonus store credit is being offered to you by Seller. MyStoreCredit.com only administers the program. Your store credit is owed to you by Seller and MyStoreCredit is not responsible for Seller fulfilling their store credit obligation to you. Your store credit is non-transferable and can only be applied to purchases you make using your ID listed above at Seller's other AuctionZ listings unless expressly excluded. The store credit will be applied to your next purchase from Seller and cannot be used on more than one purchase.

To help you remember to use your store credit before it expires, MyStoreCredit.com will also periodically remind you by email of your \$2.00 store credit. If you want to stop receiving email updates from MyStoreCredit.com, please send an email to: [Remove@MyStoreCredit.com](#) and type "Remove" in the subject line.

FIG. 10

To: UseCredit@MyStoreCredit.com, Seller@yahoo.com

From: Buyer01@yahoo.com

Subject: Apply store credit

Date: Sat, 19 Sep 2003 8:01:37 PST

Within the last hour, I have purchased item number 2259 for \$39.00 at AuctioZ and I want to use my open store credit of \$2.00 for this transaction. The seller id name was Seller.

The MyStoreCredit unique identification number for my open store credit is 4A593Z930.

FIG. 11

To: Buyer01@yahoo.com, Seller@yahoo.com

From: MyStoreCredit@MyStoreCredit.com

Subject: Apply store credit

Date: Sat, 19 Sep 2003 8:01:37 PST

Dear Buyer01 and Seller,

MyStoreCredit.com has received notification of your recent closed transaction for item number 2259, at AuctionZ. As indicated in your expressed bonus store credit agreement, your existing bonus store credit amount of \$2.00 should be applied to the final item selling price of \$39.00 for item 2259.

Therefore, Buyer01 should pay \$37.00 as the final item price for item number 2259. Seller agrees to accept the \$37.00 as payment for the item price on item 2259. Please note, Buyer01 should still pay any shipping or handling charges in full as outlined on the selling page for item 2259. The bonus store credit applies only to the final item price.

MyStoreCredit.com would like to thank you for your business and we hope to serve you again in the future.

Sincerely,
MyStoreCredit.com

If you have any further questions about this bonus store credit transaction, please visit your personal portal page at MyStoreCredit.com. Any other question should be resolved by the asking party sending an email to the other party. Email addresses for both parties are listed in the above address field.

Seller is still obligated to AuctionZ for any fees based on the original item price of \$39.00. At this time, MyStoreCredit.com will consider the \$2.00 open store credit to be used in full for item 2259. MyStoreCredit will cancel the store credit and it will not be available for any other future use unless Seller, solely at Seller's discretion, re-initiates the bonus store credit. MyStoreCredit will notify both parties if a re-initiation occurs.

This bonus store credit is being offered to Buyer01 by Seller. MyStoreCredit only administers the program. The store credit is owed to Buyer01 by Seller and MyStoreCredit is not responsible for Seller fulfilling the store credit obligation to Buyer01. The store credit is non-transferable and can only be applied to purchases made using the same buyer ID listed in the initial transaction.

FIG. 12